

RJ REYNOLDS

TOBACCO COMPANY

August 1, 1996

SEPTEMBER DORAL B2G1F / #601270

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

Attached are your copies of direct account customer letters in reference to the *September Partners* promotion.

I have shipped enough sleeves to each direct account to cover case quantities - rather than display quantities. The reason for this is to give the direct account enough sleeves to ship number of displays based on case quantities they have received. Therefore, after *Partners* accounts have been shipped displays, there may be residual product/ displays remaining at the direct accounts. You can verify the amount of residual by comparing number of skus of sleeves shipped versus number of Displays on the attached retail lists.

It is important to ensure that the direct account utilizes any extra case quantities to ship displays to appropriate retail accounts.

Sincerely,



J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. MacLeod

51861 9479